

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 W
-----106061 151751Z /64

P R 151738Z MAY 78
FM AMEMBASSY LONDON
TO SECSTATE WASHDC PRIORITY 6134
INFO AMEMBASSY BONN
AMEMBASSY THE HAGUE
AMEMBASSY LUXEMBOURG
AMCONSUL MILAN
AMEMBASSY PARIS
AHEMBASSY STOCKHOLM 3854
AMEMBASSY BRUSSELS

UNCLAS LONDON 07643

E.O. 11652: N/A
TAGS: BBSR, XT
SUBJECT: OPERATIONS MARKET RESEARCH - PLASTIC & RUBBER
FORMING MACHINERY & PLASTIC MATERIALS - EUROPE

REF: STATE 109525

1. EMBASSY CONTACTED BRITISH RUBBER MANUFACTURERS ASSN.
AND BRITISH PLASTICS FEDERATION, NEITHER OF WHICH WERE
ABLE ASSIST WITH EETALES AVAILAZILITY OF RESEARCH IN ONE
OR COMBINATION OF OFF-THE-SHELF STUDIES.

2. WE CHECKED "INTERNATIONAL DIRECTORY OF PUBLISHED
MARKET RESEARCH" AND ONLY RELEVANT REPORTS LISTED
APPEARED TO BE FOLLOWING, ALL BY TECHNOMICS LTD. OF
DORCHESTER, DORSET: "EEC MARKET FOR PLASTICS WORKING
MACHINERY", COVERING EEC AND US, 1975, PRICE 65 POUNDS;
"RUBBER PROCESSING MACHINERY WITH SPECIAL REFERENCE TO
THE ENLARGED EEC", 1974, PRICE 50 POUNDS; AND "INDUS-
TRIAL RUBBER PRODUCTS", COVERING EEC COUNTRIES, 1977,
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PAGE 02 LONDON 07643 151746Z

PRICE 120 POUNDS.

3. IN VIEW LIMITED SUCCESS ABOVE ENDEAVORS, EMBASSY
INFORMALLY APPROACHED SIX U.K.-BASED MARKET RESEARCH
CONTRACTORS AND WAS ABLE ASCERTAIN THEIR VERBAL INTEREST.
NAMES OF FIRMS CONTACTED AND PRICE DETAILS, WHERE
QUOTED, ARE AS FOLLOWS:

A) INTERNATIONAL MARKETING & ECONOMIC SERVICES, 750 POUNDS PER COUNTRY; ALL COUNTRIES AT 4,500 POUNDS.

B) TACTICAL MARKETING LTD. (ALL FIGURES IN POUNDS), GERMANY 800, FRANCE 720, U.K. 930, ITALY 1,050, SWEDEN 950, NETHERLANDS 690, BELGIUM/LUXEMBOURG 580; ALL COUNTRIES AT 4,980.

C) PLANNING RESEARCH & SYSTEMS LTD. (ALL FIGURES IN POUNDS), GERMANY 2,500, FRANCE 2,750, U.K. 1,750, ITALY 3,500, SWEDEN 1,750, NETHERLANDS 1,750; BELGIUM/LUXEMBOURG 1,750; ALL COUNTRIES 9,500. FOLLOWING ARE MULTI COUNTRY DISCOUNTS - 30 PERCENT FOR SIX COUNTRIES, 20 PERCENT FOR FIVE COUNTRIES, 10 PERCENT FOR FOUR COUNTRIES AND 5 PERCENT FOR THREE COUNTRIES. FIGURES APPLY PROVIDING COMMISSIONING BEFORE JUNE 10 AND REPORTS BOUND IN SINGLE VOLUME.

D) PA MANAGEMENT CONSULTANTS LTD., 10,000 - 12,000 POUNDS, PROVIDING COMMISSIONING BEFORE END MAY.

E) A.T. KEARNEY LTD., 23,000 - 25,000 POUNDS, BUT FIGURE COULD BE TRIMMED DOWN, DEPENDING ON NUMBER OF INTERVIEWS, ETC.

F) METRA CONSULTING GROUP LTD.
BREWSTER

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